A decorative border made of orange diagonal hatching lines surrounds the entire page.

CONEY ISLAND

ROOFTOP & BAR

CAMPAIGN PLAN BOOK • MAY 6, 2020

ISLANO

C
O
N
E
Y

BUD
LIGHT

\$50

ICE COLD BEER

COWBOY COOLERS

22923

WEEKENDS
MONDAY - 11AM - 7PM
TUESDAY - 11AM - 7PM
WEDNESDAY - 11AM - 7PM
THURSDAY - 11AM - 7PM
FRIDAY - 11AM - 7PM
SATURDAY - 11AM - 7PM
SUNDAY - 11AM - 7PM



MEET THE TEAM



MADI BAUGHMAN

Account Executive/Editorial Director



LD BROWN

Creative Director/Research Director



SYDNEY DOWNEY

Creative Director/Research Director



HALIE RUNNER

Strategic Director





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COWBOY COUNTRY



COMPANY DESCRIPTION

Coney Island opened in Stillwater, Oklahoma, in 1969 serving hot dogs, burgers, wings and tater tots. Since then, it has become a favorite place to eat for local residents, college students and visitors. It is located on Washington Street, or “The Strip,” which is known as Stillwater’s bar scene. Washington Street is within walking distance from the University, making it an ideal place to eat and drink.

The most recent addition to the Coney Island family is the Rooftop Storm Cellar. This is a place where people can come to enjoy Coney Island Food and OSU Sports, all while ordering their favorite drinks from the bar. The Rooftop Storm Cellar features a “family-friendly” atmosphere and provides a place for college students of all ages to socialize. This is due to the fact that the only area considered 21 and over is the bartop where customers can order drinks.

The new owners of Coney Island, Gary and Claudia Humphrey, bought Coney Island when the previous owners were going to close the doors for good last spring. They described the decision as an act of love for Stillwater, not a money-making venture. They are both Oklahoma State University agricultural economics alumna. They are also huge OSU Athletics supporters and aim to make the Storm Cellar a primary hangout to watch OSU sporting events.



INDUSTRY ANALYSIS

Coney Island's Rooftop Storm Cellar is a part of two industries: bars & nightclubs and Single Location Restaurants. A more in-depth explanation of individual industry analyses is provided in this section.

BARS & NIGHTCLUBS

According to Hyland (2018) the Bars and Nightclubs industry in the United States has experienced growth from 2013 to 2018, despite slight declines in revenue during the early half of the five-year period.

The government is concerned over a possible rise in binge drinking rates.

The craft beer trend represents an opportunity for the industry.

As a result of increased demand, new bars and restaurants are expected to open.

2.9%
Growth in industry revenue
2013-2018

The number of establishments has increased only modestly.

Personal income and entertainment needs drive industry demand.

Premiumization has helped boost industry revenue.

1.2%
Growth in industry employees by 2023

\$28.8bn
Anticipated industry revenue in 2023

SINGLE LOCATION RESTAURANTS

Single Location Full-Service Restaurants in the US include single-location, independent or family-operated restaurants that provide food services to patrons who order and are served while seated and pay after eating Hyland (2019).

Full-service restaurants have had to contend with changing consumer preferences.

1.9%
Growth in industry employees by 2024

Single-location, full-service restaurants have experienced some significant challenges.

There is a high level of turnover among industry operators.

3.2%
Growth in industry revenue 2014-2019

\$195.5bn
Anticipated industry revenue in 2023

Full-service restaurant operators are expected to continue to invest in technology.

Intense competition, particularly price-based competition, will likely continue.

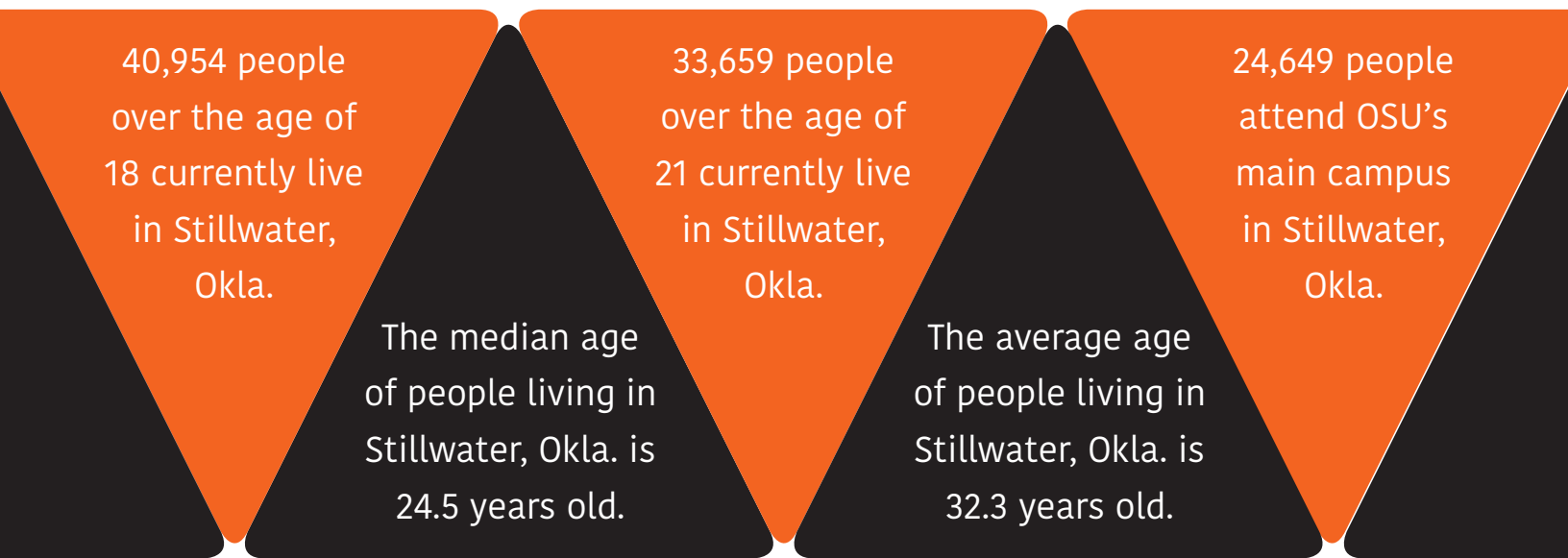
Wealthy consumers and businesses are expected to increase their spending.



MARKET DESCRIPTION



The main target audience for Coney Island’s Rooftop Storm Cellar is college students age 18 to 24 in Stillwater, Oklahoma. They are also hoping to market towards families, academic professionals, and people from out of town in Stillwater for OSU events.



COMPETITION

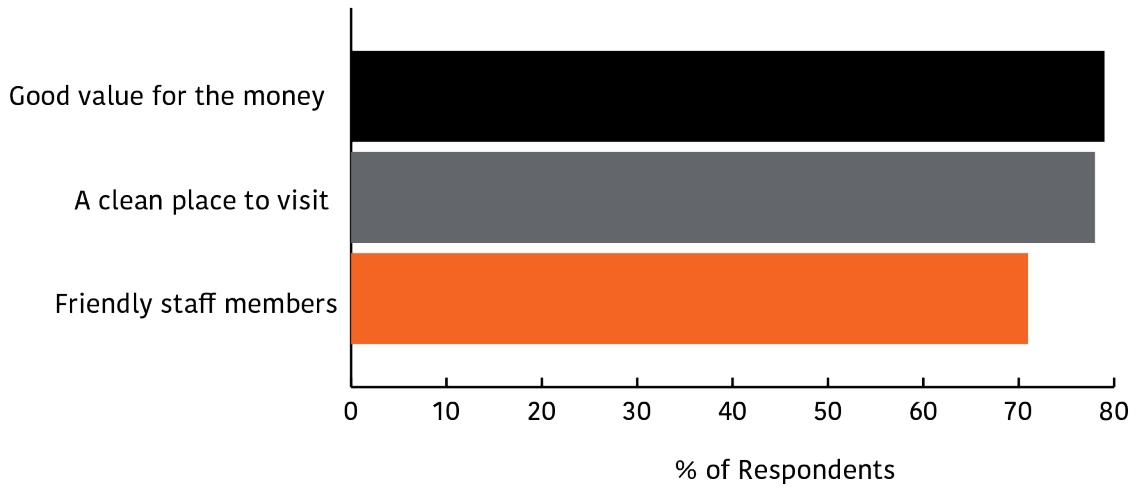




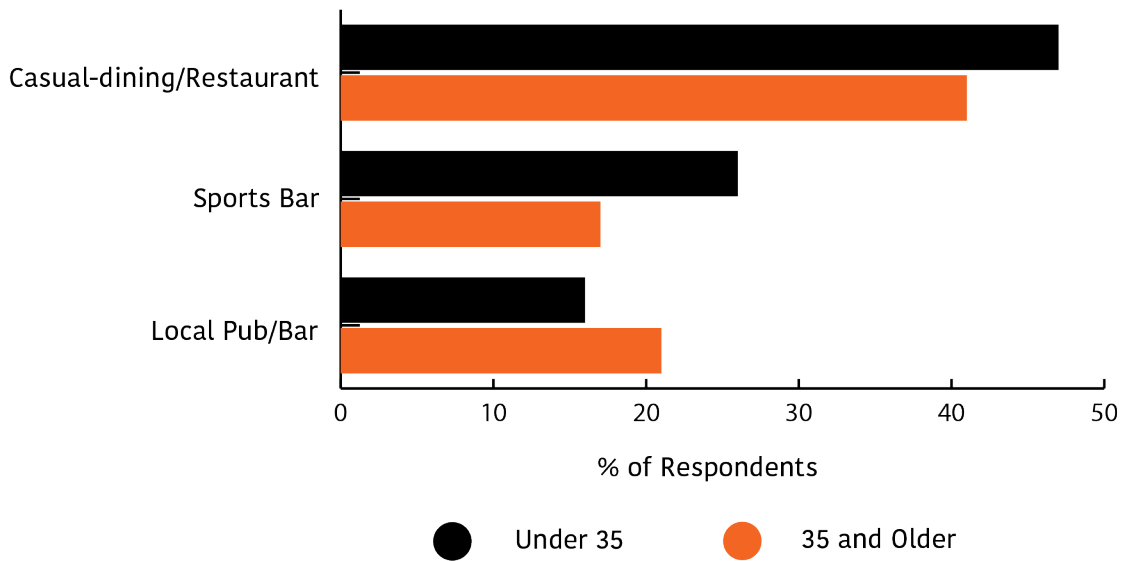
MARKET TRENDS

This section will outline what attracts people in this target demographic to establishments similar to Coney Island's Rooftop Storm Cellar. Although Coney Island has something for everyone, the majority of the following data will consist of persons over the age of 21 to improve foot traffic in the bar area.

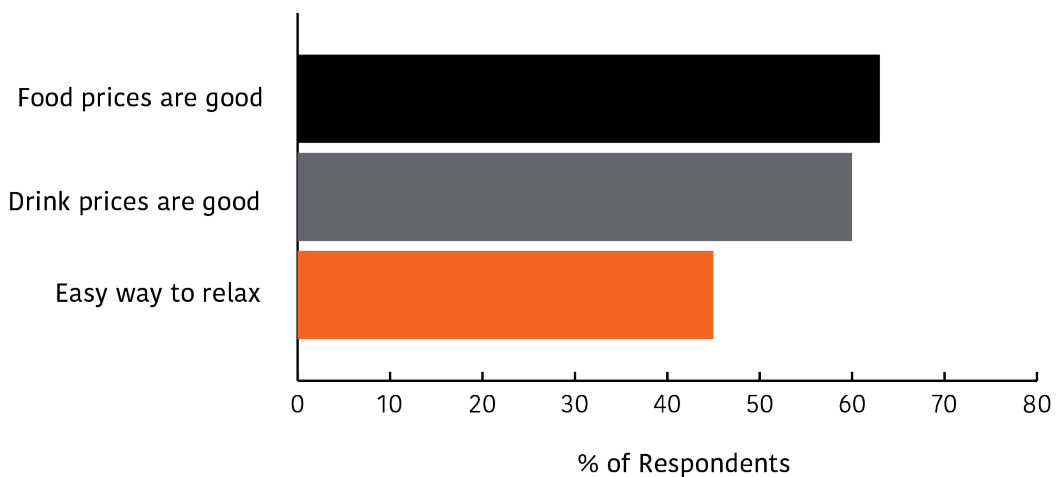
FACTORS THAT CONSUMERS IN THE U.S. THINK ARE IMPORTANT IN AN ATTRACTION IN 2018



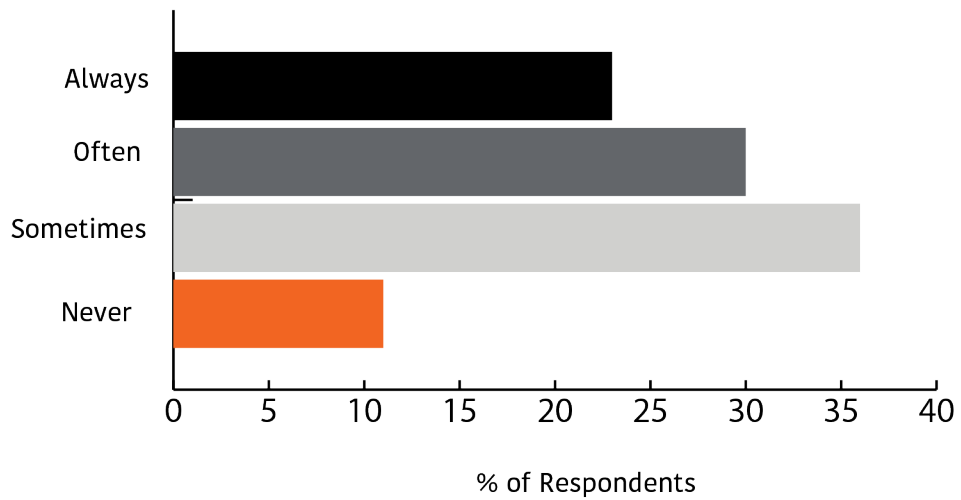
WHAT IS YOUR FAVORITE BAR / RESTAURANT TYPE FOR HAPPY HOUR?



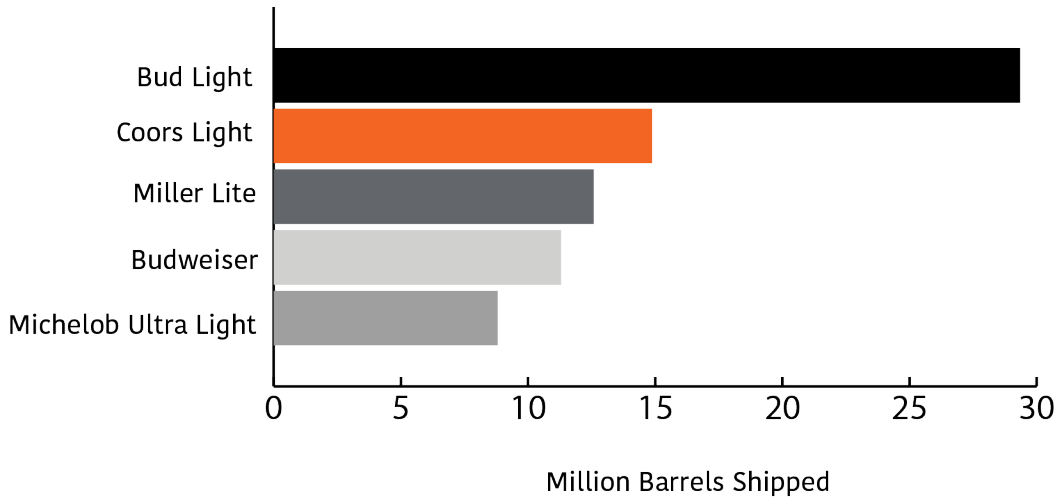
WHY DO YOU ATTEND HAPPY HOURS AT BARS AND RESTAURANTS?



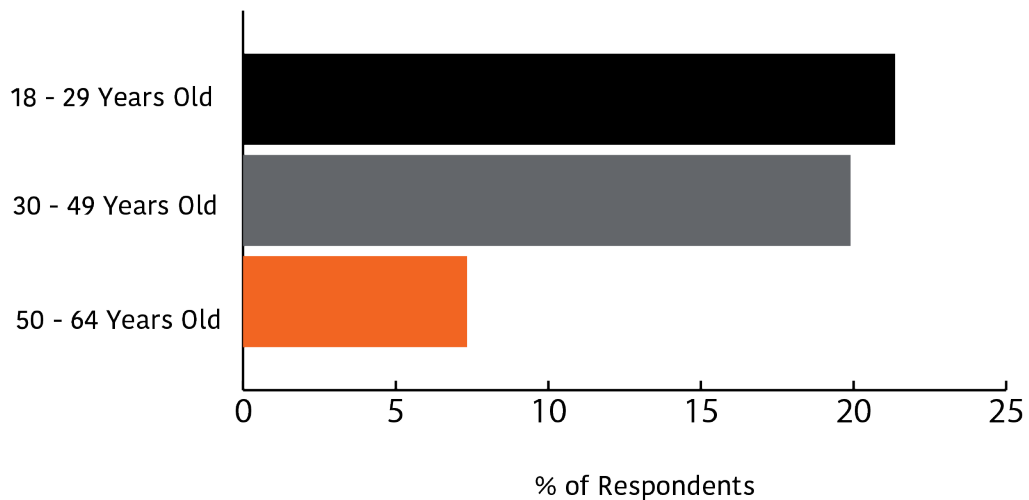
DO YOU DRINK BEER WHEN GOING OUT AT NIGHT?



VOLUME SALES OF THE LEADING DOMESTIC BEER BRANDS IN THE U.S. IN 2018



SHARE OF AMERICANS THAT HAD PRE-MIXED COCKTAILS (WITH LIQUOR) IN THE PAST 3 MONTHS IN 2018



STRENGTHS



- The Coney Bar is very family-oriented, and is the only bar in town that is pet friendly.
- Everyone is welcome inside and outside, meaning you don't have to be 21 years of age to enter.
- They are the only rooftop bar in Stillwater.
- Many advantages the Coney Bar is implementing have to do with many college students' favorite games such as cup pong tournaments, corn hole, and flip cup.



WEAKNESSES



- Though the Coney Bar has many advantages, they still lack significant factors that are intriguing to consumers.
- Their food menu for starters is not the very best, it is said to be “drunk food” and not the type of entrées that will pull a big crowd to want to eat there.
- The attraction is not very appealing. Many do not know that the Coney Bar exists and therefore they lack getting consumers to eat and drink there.
- Another weakness that the community of Stillwater sees as a restaurant on the strip is the parking. There is little to no parking on the strip especially during day time hours.

OPPORTUNITIES



- The realization of not trying to be a night life bar, but just fitting in where you can will pay off as Coney Bar strives to be that “DARTY” (day time party spot) type setting. This will benefit Coney Bar as since their not a place where you have to be 21 to enter everyone can hang out and when it’s time to leave then the of age adults can go to the bars and the younger students can go wherever they are permitted.
- Coney Bar will have an advantage on all other competitors due to the laid back, hangout atmosphere, and you can eat, drink, and play games all in one place.
- A unique opportunity Coney Bar gives their customers is that they are the only place on the strip that has a parking garage and an alley to park in; making it accessible for families, college students, and out-of-town guests.



THREATS



- The biggest threat to Coney is consumers not finding the new additions worthwhile to visit.
- The competitors are not ruled out as well, thus if their businesses are getting threatened by another competitor in the same market, they too will implement some changes. Therefore, Coney has to adapt and always try to keep up with what consumers are into and what are the latest trends.



SITUATIONAL ANALYSIS

GOAL

The goal of this campaign is to increase Coney Island, Coney Rooftop and Coney Bar's social awareness and foot traffic.

Social awareness of the new addition is not at its fullest potential. The challenge is to rebrand the Rooftop Storm Cellar as the “Coney Rooftop Bar” and bring more customers through the door. In a college town with a well-established bar scene it will be difficult to pull from their loyal customer base. It is our challenge to show the community of Stillwater, Oklahoma, the new and unique atmosphere Coney Rooftop and Coney Bar have to offer.

OBJECTIVES

1. Increase Facebook likes to 1,750 by the end of three months.
2. Increase social media posts to at least three times a week for the remainder of 2020.
3. Increase Twitter followers to 750 by the end of three months.
4. Increase Instagram interaction and followers to 1,000 at the end of three months.
5. Increase bar sales by 20% from 2019 on a month-to-month basis in 2020.
6. Increase lunch crowd tickets by 20% on a month-to-month basis for the rest of 2020.
7. Establish a strong relationship with the Stillwater community of all ages.

CORE OPPORTUNITY

Rooftop Storm Cellar's core problem is unifying their brand between Coney Island, the Rooftop, and the Storm Cellar bar, with the core opportunity being to increase social awareness and foot traffic for their business. Therefore, if awareness of the business is not achieved, the Rooftop Storm Cellar will continue to be overlooked in relation to competitors in the area.

KEY PUBLICS



This key public is parents ages 35 to 55 with children ages 5 to 15. These families will be from Stillwater, Oklahoma, or surrounding areas. This key public also includes, families from out of town will be visiting primarily for OSU events.

Primary Message

Coney Island, Coney Rooftop, and Coney Bar offers a family-friendly indoor and outdoor environment for all occasions and ages to enjoy.

Secondary Messages

- There is an outdoor, fenced in turf area with games and room for kids to play, and picnic tables for parents to eat and enjoy drinks at.
- Kids are allowed in the Coney Bar area, aside from the bartop, allowing parents can enjoy a drink with friends without worrying about who will watch their kids.
- With such close proximity to the OSU campus, Coney Island is a great spot for families to eat and drink at before, after, or during OSU sporting events.



This key public is made up of people ages 18 to 20 attending Oklahoma State University in Stillwater, Oklahoma. This group could also include similar students from other universities visiting Stillwater, Oklahoma, for OSU events.

Primary Message

Coney Island, Coney Rooftop, and Coney Bar offers a unique opportunity on “the Strip” for college students of all ages to spend quality time together.



Secondary Messages

- Coney Rooftop and Coney Bar allow persons under the age of 21 everywhere, aside from the actual bartop.
- Coney Rooftop and Coney Bar offers outdoor activities such as cornhole to give customers of all ages something to do.
- Coney Rooftop and Coney Bar has outdoor fire pits and the only Rooftop “hang-out” spot on the strip for people over and under the age of 21.



This key public is people ages 21 to 24 that attend Oklahoma State University in Stillwater, Oklahoma. This group could also include similar students from other universities visiting Stillwater, Oklahoma for OSU events.



Primary Message

Coney Island, Rooftop, and Bar offers a fun and unique environment with affordable drinks and food on “the Strip” for college-aged people.

Secondary Messages

- There are multiple weekly, affordable drink specials and events at the Coney Bar.
- There are outdoor games to enjoy to get a “darty” feel in an afternoon hangout environment while already being on the strip.
- Whether before or after a night out, you can get a drink and great food in the same place at Coney Island and Coney Bar.

STRATEGIES

Convince families and college students that following the Coney Facebook page will keep them updated and give them insight on promotion, deals, and activities as well as convince them to eat local

Convince college student customers through Coney twitter page that Coney Rooftop and Coney Bar is a fun and new place to go to on the strip for games, grub and pub so they will follow and interact with the page.

Convince the college student audience that following the Coney Island twitter page will help them stay up to date on promotions and deals weekly through twitter social media to satisfy their college-student budget.

Convince families and college students that following the Coney Island Instagram account will give them a different look at the menu and promotions happening weekly to satisfy their drinking and eating cravings.

TACTICS

Create Facebook Ads to promote Coney targeting families around the Stillwater area.

Offer check-in specials, such as giving away a Coney gift card at the end of the month.

Post videos giving directions on “How to get to Coney” for social media.

Take new photos of the Rooftop area when the roof and bar is added for social media and other advertisements.

Highlight Coney Island, Rooftop, and Bar as a place for people of all ages to watch sporting events.

Take photos of new turf area for social media and other advertisements.

Tweet about promotions and events to increase potential following and foot traffic.

Create funny and interactive posts like gifs or polls to increase engagement.

Delete one of Coney’s social media accounts on twitter so it’s all under one account.

Post live videos to Instagram at events Coney Rooftop and Bar host and attend.

Create new stories and highlights on the Instagram account.

Host Pete’s Pet Posse events at Coney Island.

STRATEGIES

TACTICS



Convince families and college students that Coney is the place to eat and drink by generating content for Coney to use across Coney’s social media accounts and acclimate Coney staff to posting regularly on social media pages, to satisfy families and college students’ social media views.

Develop stock posts so as to increase social media engagement until they get a better handle on managing the accounts themselves.

Plan out social media posts on all platforms through Agorapulse for the next three months.

Develop graphics of each promotional night/offers to post to social media.



Convince college and family customers through promotional items that Coney Island, Coney Rooftop, and Coney Bar is a relaxing place to grab food and a drink over lunch hour on “the Strip” with close available parking.

Design a flyer for promotional nights and events to hang up around Stillwater, Oklahoma and the OSU campus.

Hand out Coney stickers and coupons/vouchers at community events.

Highlight parking garage and alleyway conveniently leading to Coney.



Convince potential and returning Coney customers, primarily college students and families, through community involvement that Coney cares about the Stillwater, Oklahoma community and wants college students and families to be a part of their family customer base.

Host events at Coney Island, Coney Rooftop, and Coney Bar in collaboration with organizations such as the Stillwater Humane Society.

Establish a community liaison intern to organize and promote community events.

Develop posts to showcase Coney owner’s contributions to OSU athletics.



EVALUATION

INCREASE FACEBOOK LIKES TO 1,750 BY THE END OF THREE MONTHS.

Criteria – Increase Coney’s Facebook page engagement by posting more frequently, utilizing Facebook lives and stories, and interacting with followers by responding to comments on their page’s posts.

Tool – Use Coney’s Facebook page social media analytics to see the number of likes or followers at the beginning of August 2020.

INCREASE SOCIAL MEDIA POSTS TO AT LEAST THREE TIMES A WEEK FOR THE REMAINDER OF 2020.

Criteria – Coney’s social media pages will gain increased interaction by posting at least three times a week, which should then result in more customers choosing Coney.

Tool – Use the social media app Agorapulse to view scheduled posts on Coney’s social media pages. Pages should have at least three scheduled posts a week.

INCREASE TWITTER FOLLOWERS TO 750 BY THE END OF THREE MONTHS.

Criteria – Increase Coney’s Twitter page interactions with followers by posting at least three times a week and replying, liking, and retweeting posts from customers or other relevant pages.

Tool – Use Coney’s Twitter page analytics to see the number of followers at the beginning of August 2020.

INCREASE INSTAGRAM INTERACTION AND FOLLOWERS TO 1,000 AT THE END OF THREE MONTHS.

Criteria – Increase Coney’s Instagram engagement by posting at least three times a week and utilizing Instagram stories and highlights.

Tool – Use Coney’s Instagram social media analytics to see the number of followers at the beginning of August 2020.



INCREASE BAR SALES BY 20% FROM 2019 ON A MONTH-TO-MONTH BASIS IN 2020 (OVERALL COMPANY GOAL).

Criteria – Coney Bar and Coney Rooftop has increased customers by promoting their drink specials and event nights through social media and other advertising avenues.

Tool – Use the bar sales records to determine the amount of sales each month. Use last year’s monthly reports as a baseline.

INCREASE LUNCH CROWD TICKETS BY 20% ON A MONTH-TO-MONTH BASIS FOR THE REST OF 2020.

Criteria – Coney Island, Coney Rooftop, and Coney Bar increase lunch crowd tickets by a minimum of 20% on a month-to-month basis.

Tool – Use Coney’s monthly reports to see ticket numbers. Use the previous year’s reports as a baseline.

ESTABLISH A STRONG RELATIONSHIP WITH THE STILLWATER COMMUNITY OF ALL AGES.

Criteria – Increase Coney’s social interactions with the Stillwater community by participating in different citywide events as well as hosting some of their own events at Coney.

Tool – Create a survey to ask target audiences around the Stillwater community their opinion of Coney and involvement in the community at the end of 2020. Use SurveyMonkey so it’s free.

BUDGET



AGORA PULSE

\$90
\$30 per month

Plan out social media posts for the next three months for Facebook, Instagram and Twitter.

PRINT FLYERS

\$11
50 Flyers

Print flyers to hang up around Stillwater, Oklahoma and the OSU campus promoting specials and events.

STICKERS

\$80
100 Stickers

Print stickers to hand out on OSU's campus and at Coney Island, Rooftop and Bar.



**PROMOTED
FACEBOOK
POSTS**

\$60
\$20 for 3
Posts

Pay to promote three Facebook posts to increase social media reach and interaction.

**COUPONS or
VOUCHERS**

\$10
50 Coupons
or Vouchers

Hand out coupons or vouchers for Coney Island at events in the Stillwater, Oklahoma community.

TOTAL

\$251

TIMELINE



JUNE

- Make sure social media posts go out for the month.
- Create a blog post to continue monthly.
- Hand out monthly vouchers at community events or children's little league events.
- Check-in monthly special give away.
- Check sales reports to see bar sales.
- Check lunch ticket numbers and compare to previous year's month.

AUGUST

- Make sure social media posts go out for the month.
- Create a blog post to continue monthly.
- Hand out monthly vouchers at community events or children's little league events.
- Check-in monthly special give away.
- Pete's pet posse at Coney
- Food truck at Lights on Stillwater.
- Check social media analytics for Facebook, Instagram, and Twitter to see engagement and following numbers.
- Check sales reports to see bar sales compared to previous year's month.
- Check lunch ticket numbers and compare to previous year's month.

MAY

- Schedule out social media posts for Facebook, Instagram, and Twitter, at least 3 times a week, for the three month period.
- Hire an intern to carry out summer posting and promotional ideas.
- Create a blog post to continue monthly.
- Hand out monthly vouchers at community events or children's little league events.
- Check-in monthly special give away.
- Check sales reports to see bar sales.
- Check lunch ticket numbers and compare to previous year's month.

JULY

- Make sure social media posts go out for the month.
- Create a blog post to continue monthly.
- Hand out monthly vouchers at community events or children's little league events.
- Check-in monthly special give away.
- Check sales reports to see bar sales.
- Check lunch ticket numbers and compare to previous year's month.
- Hang up promotional flyers for incoming college students.



OCTOBER

- Check sales reports to see bar sales.
- Check lunch ticket numbers compared to previous year's month.

DECEMBER

- Check sales reports to see bar sales compared to previous year's month.
- Check lunch ticket numbers and compare to previous year's month.
- Send out survey to ask target audiences around the Stillwater community their opinion of Coney and their involvement in the community at the end of 2020.

SEPTEMBER

- Check sales reports to see bar sales compared to previous year's month.
- Check lunch ticket numbers and compare to previous year's month.

NOVEMBER

- Check sales reports to see bar sales compared to previous year's month.
- Check lunch ticket numbers and compare to previous year's month.



BRANDING

FONTS

Primary Font – Kohinoor Bangle

Regular

Medium

Semibold

SECONDARY FONT – NOVECENTO SANS

BOOK

Medium

Semibold

DECORATIVE FONT – BUNGEE

REGULAR

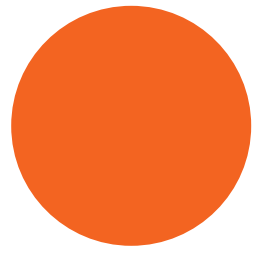
OUTLINE

SHADE

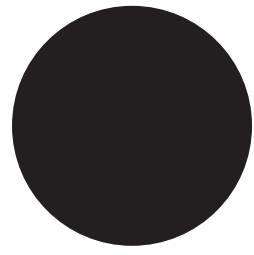
LOGOS



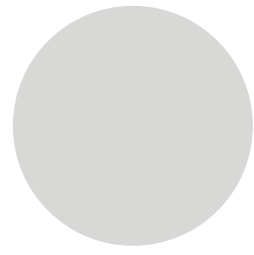
COLORS



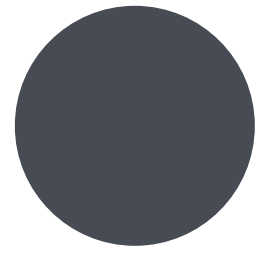
Pantone 021
R 250 G 100 B 0
HEX FE5C00



Process Black
R 0 G 0 B 0
HEX 000000



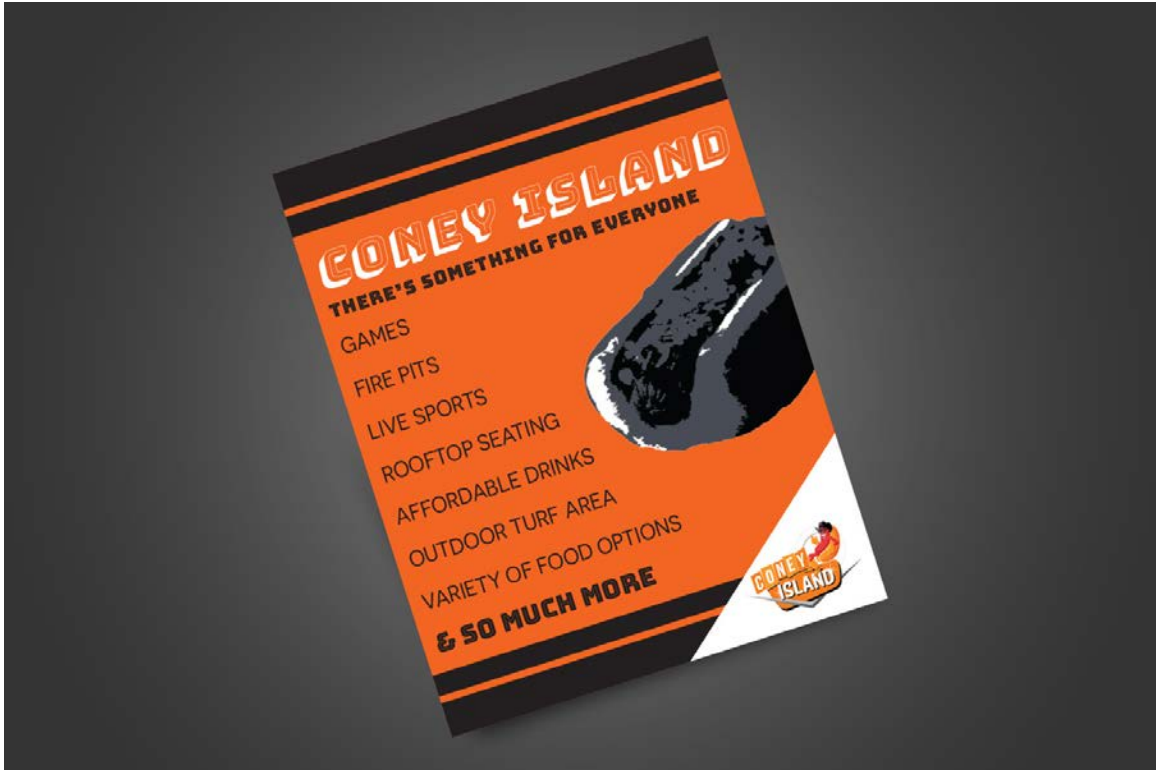
Pantone Cool Gray 6
R 208 G 208 B 206
HEX D0D0CE



Pantone Cool Gray 10
R 99 G 102 B 106
HEX 63666A

DELIVERABLE EXAMPLES

FLYER



FACEBOOK



INSTAGRAM

IS IT TRULY THURSDAY
ALREADY?



\$2 TRULY'S AT CONEY BAR ALL DAY TODAY!



THE ONLY ROOFTOP
BAR ON THE STRIP



IT'S WINE WEDNESDAY!

ENJOY \$1 OFF ANY GLASS OF
WINE AT CONEY BAR TODAY



DID YOU KNOW?



THE BAR TOP IS THE ONLY PLACE
PEOPLE UNDER THE AGE OF 21 ARE
NOT ALLOWED AT THE CONEY BAR.

TWITTER



Coney Island & Storm Cellar Rooftop

June 7, 2020 3:00 PM (UTC-05:00)



Your dogs get thirsty too!

Bring your furry friends along with you to [#ConeyRooftop](#) and [#ConeyBar](#) anytime!



Coney Island & Storm Cellar Rooftop

June 2, 2020 2:00 PM (UTC-05:00)



Have plans this Tuesday?

You're going to want to head to [#ConeyRooftop](#) and [#ConeyBar](#) for \$2 Tuesday!

[#DidYouKnow](#) the drink specials are \$2 Fireball, \$2 Well Drinks, and \$2 Domestic Drafts?



STICKERS





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